

The Power of Social Media: Gaining the competitive edge through LinkedIn, Twitter and Facebook!

Presented by:

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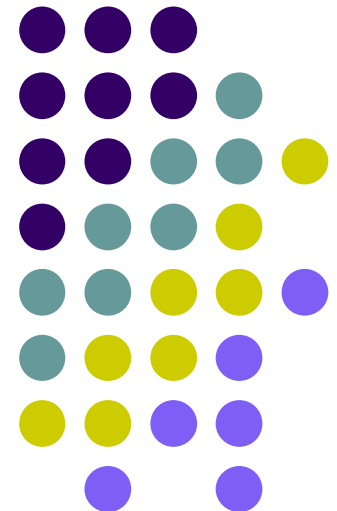
www.TheSolutionMovie.com

www.increaseonlineprofits.com

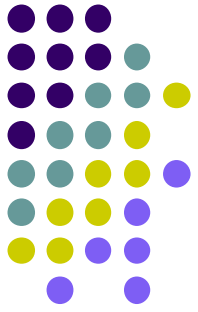
Follow me on Twitter: www.twitter.com/karlkasca

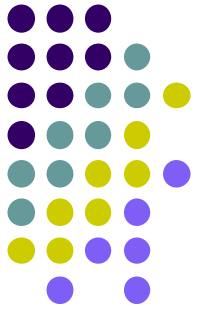
Connect with me on LinkedIn: www.linkedin.com/in/kasca

Presentation at: <http://bit.ly/socialmediapower>



What is Social Media?

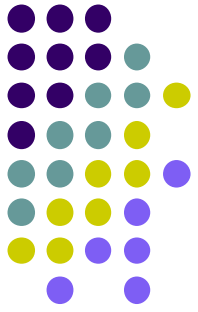




Types of Social Media

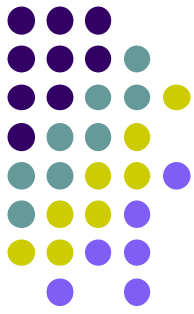
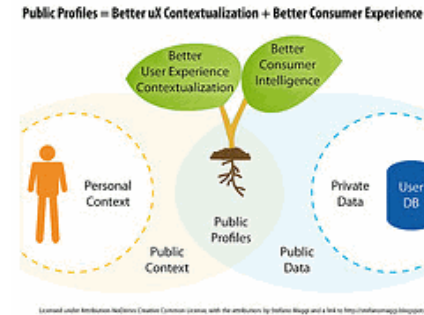
- **Communication**
- **Blogs:** [Blogger](#), [LiveJournal](#), [TypePad](#), [WordPress](#), [Vox](#)
- **Internet forums:** [vBulletin](#), [phpBB](#)
- **Micro-blogging:** [Twitter](#), [Plurk](#), [Pownce](#), [Jaiku](#)
- **Social networking:** [Avatars United](#), [Bebo](#), [Facebook](#), [LinkedIn](#), [MySpace](#), [Orkut](#), [Skyrock](#), [Netlog](#), [Hi5 \(website\)](#)
- **Social network aggregation:** [FriendFeed](#), [Youmeo](#)
- **Events:** [Upcoming](#), [Eventful](#), [Meetup.com](#)
- **Collaboration**
- **Wikis:** [Wikipedia](#), [PBwiki](#), [wetpaint](#)
- **Social bookmarking:** [Delicious](#), [StumbleUpon](#), [Stumpedia](#), [Google Reader](#)
- **social news:** [Digg](#), [Mixx](#), [Reddit](#)
- **Opinion sites:** [epinions](#), [Yelp](#)
- **Multimedia**
- **Photo sharing:** [Flickr](#), [Zoomr](#), [Photobucket](#), [SmugMug](#)
- **Video sharing:** [YouTube](#), [Vimeo](#), [Revver](#)
- **Art sharing:** [deviantART](#)
- **Livecasting:** [Ustream.tv](#), [Justin.tv](#), [Skype](#)
- **Audio and Music Sharing:** [imeem](#), [The Hype Machine](#), [Last.fm](#), [ccMixer](#)
- **Entertainment**
- **Virtual worlds:** [Second Life](#), [The Sims Online](#)
- **Online gaming:** [World of Warcraft](#), [EverQuest](#), [Age of Conan](#), [Spore](#)
- **Game sharing:** [Miniclip](#)
- Source: **Wikipedia:** <http://snurl.com/dja7p>
 - How Accurate: **Essentially same as Britannica!**
 - Nature, 2005

Major Social Media Tools

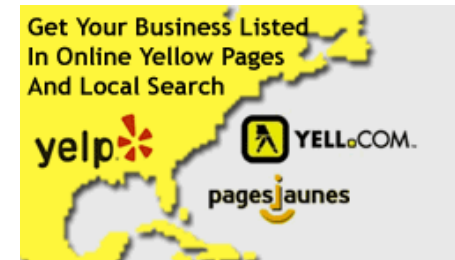


- LinkedIn
- Twitter
- Facebook
- Slideshare.net
- YouTube
- Flickr
- Blogging

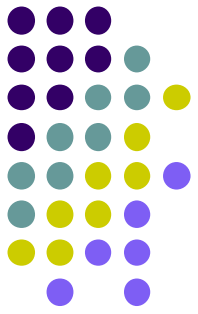
Major strategies



- **Profiles:** Create great profiles... *Everywhere!*
 - LinkedIn, Facebook, Twitter, Google, Plaxo, etc.
 - Local (Google, Bing, Yahoo)
 - <http://www.locallytype.com/pages/submit.htm>
 - Yellow page sites for businesses.
- **Create content** and keep creating, e.g., blog, ezine articles...
- **Announce** what you created: Status updates.
- **Comment:** Leave valuable comments everywhere.
- *Show what you know...*
- ***Just do it!***



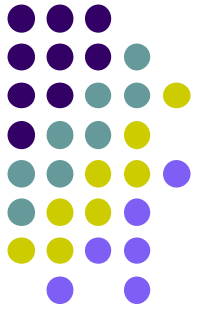
LinkedIn



- Create great ("killer") profile & leverage it:
- LinkedIn Profile Extreme Makeover:
 - <http://bit.ly/4jUe1>
- Ten Ways to Use LinkedIn to Find a Job:
 - <http://bit.ly/nJW8X>
- See Summary of Chuck Hester's
 - <http://www.linkedin.com/in/chuckhester/>
- Answer Questions (and Ask intelligent ones)
 - Become known as Expert with "Best Answer(s)"
- Use LinkedIn's Advanced Search
- *Link to your Slideshare.net presentations!*

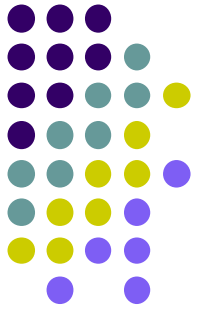


How to search LinkedIn like a database







- "current * distressed" "www.linkedin.com/in/*"
site:linkedin.com
 - <http://bit.ly/4uQIHR>
- "current *** problems" "www.linkedin.com/in/*"
site:linkedin.com
 - <http://bit.ly/1JyEO5>
- Or just use LinkedIn's advanced search:
<http://www.linkedin.com/search>





facebook

Facebook

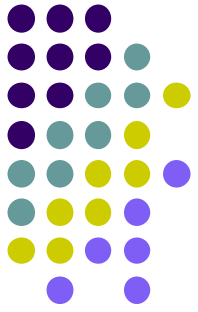
- **Person:** Create great profile
 - Ten Ways to use Facebook to find a job:
 - <http://bit.ly/4gw0Tf>
 - Update & show what you know. 
- **Business:** Create fan page & leverage 
 - <http://bit.ly/777oyT>
 - <http://bit.ly/7gpCQZ>
 - Converse, engage, content, Suggest Friends. 
- No advanced search, but Google soon? 
 - architect "manhattan beach" [site:www.facebook.com](http://www.facebook.com)
 - <http://bit.ly/7nYnaj>

Facebook: Privacy Settings



- *Check your privacy settings!*
- **Profile:** Posts by me → everyone.
- **Contact info:**
 - Strategy: Allow everyone to request “Friend” & allow all friends to see emails addresses, etc.
- **Applications and websites:**
 - What your friends can share about you...
- **Search:** Public search results → everyone.

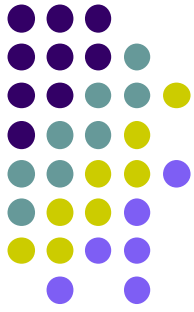
Photo: <http://www.flickr.com/photos/mikeygottawa/533355476/sizes/o/>



Twitter

- Micro-blog: 140-character “tweets” (posts).
- Bio: 160-character Bio/profile.
- Photo: Just you!
 - Not too whimsical or at weird angle.
- How to find a job on Twitter
 - <http://mashable.com/2009/03/13/twitter-jobs/>
- Use valuable/interesting tweets
- Can't think of any? → <http://alltop.com/>
 - Search for your industry/expertise...
- Overview: <http://bit.ly/Twitter-overview-article>





Twitter: *Who are you, da da, da da, da da da da...*

twitter



cafepharma

Follow

AstraZeneca challenges witnesses in Seroquel suit: Yahoo/AP
<http://tinyurl.com/cwtzcb>

about 1 hour ago from twitterfeed

- Anonymous Twitter names
- Autorespond (No!):
 - “Thank you for following me...”
- Spam bots
- Spam links (yikes!)

cafepharma

the website for pharmaceutical sales professionals

twitter

amgen

Search

Realtime results for amgen

0.05 secor



[globalbenchmark](#): [#globalbenchmark](#) see how pfizer, **amgen**, eli lilly, astrazeneca, and many others choose their clinical trials locations

about 4 hours ago from web · [Reply](#) · [View Tweet](#)



[globalbenchmark](#): **Amgen**, AstraZeneca, Pfizer, Roche, all participated

<http://www3.best-in-class.com/re970.htm>

about 5 hours ago from web · [Reply](#) · [View Tweet](#)



[thestreet_tv](#): Watch: Mad About Options: Imagine **Amgen** <http://snipurl.com/ditru> (expand)

about 7 hours ago from twitterfeed · [Reply](#) · [View Tweet](#)



[andrew_bast](#): **Amgen** Obamaproof? <http://tinyurl.com/amw7fs> (expand)

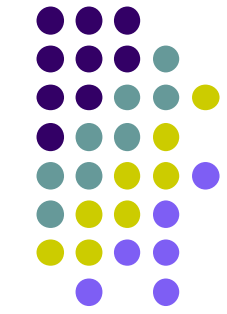
about 8 hours ago from web · [Reply](#) · [View Tweet](#)



[cafepharma](#): [video]Mad About Options: Imagine **Amgen**: TheStreet.com <http://tinyurl.com/bgqv4q> (expand)

about 8 hours ago from twitterfeed · [Reply](#) · [View Tweet](#)

Twitter Bio/Profile Searches



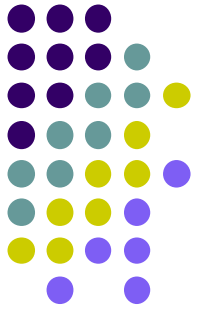
- **TweepSearch:** <http://tweepsearch.com/>
 - Search: architect "beverly hills" OR hollywood
- **Twellow.com:** <http://www.twellow.com/>
 - Search: architect hollywood



Strategies

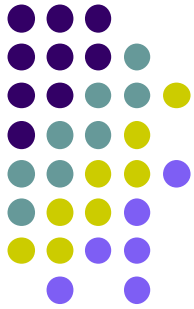
- Job seekers: Search for people/positions in companies interested in.
 - Follow them and listen to their conversations. What's going on?
- Businesses: Find potential clients/types & Where they are online.
 - View profiles & groups they belong to: www.Pipl.com & www.Whozat.com
 - Comment with solutions to problems in groups, if appropriate.

What is Social Media REALLY about?



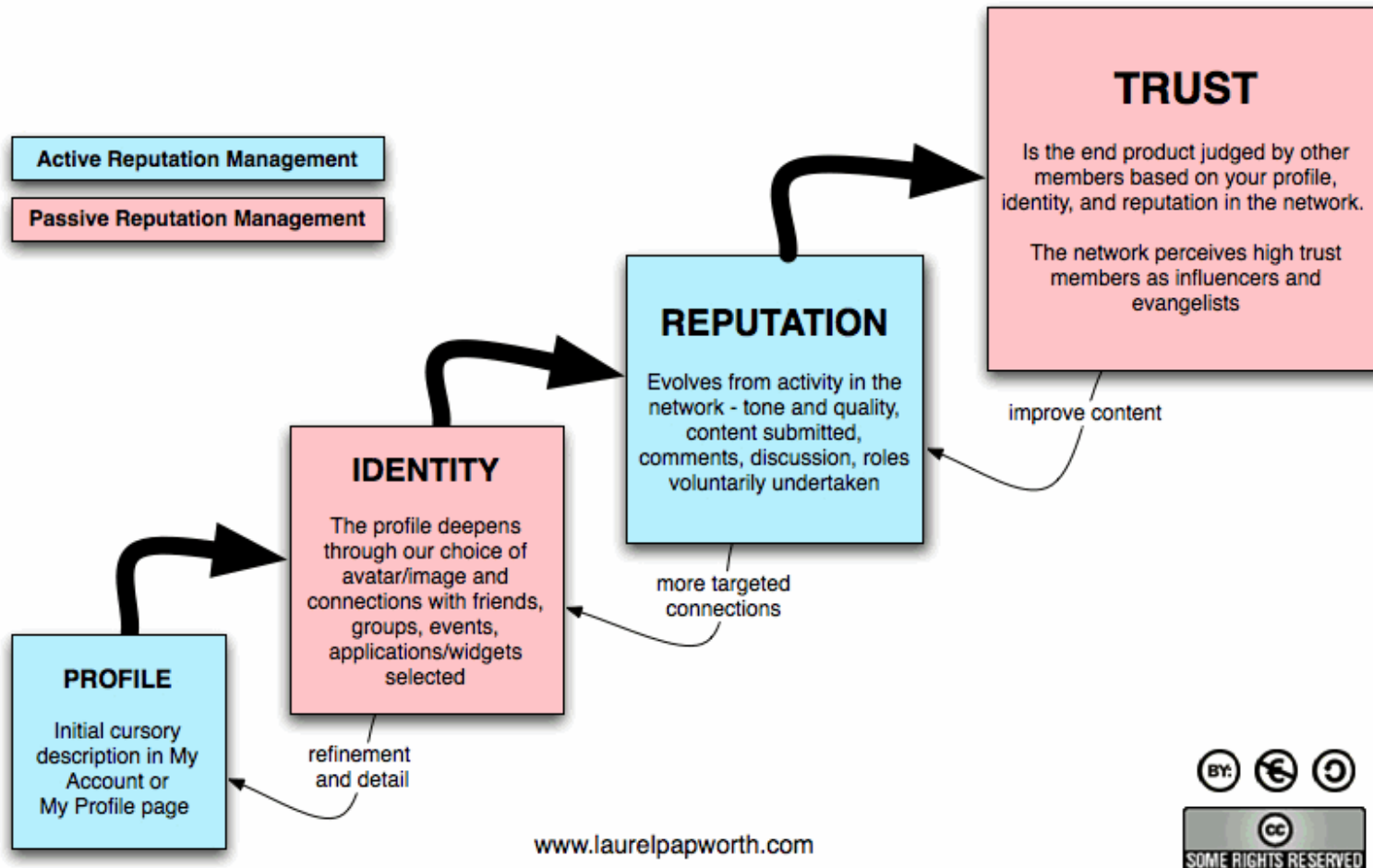
- Disclosure
- Transparency
- Authenticity
- Trust

Social Reputation



SOCIAL WEB - REPUTATION MANAGEMENT CYCLES

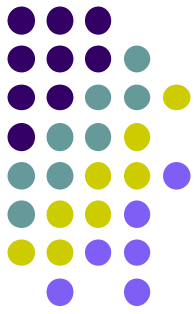
© Laurel Papworth 2008



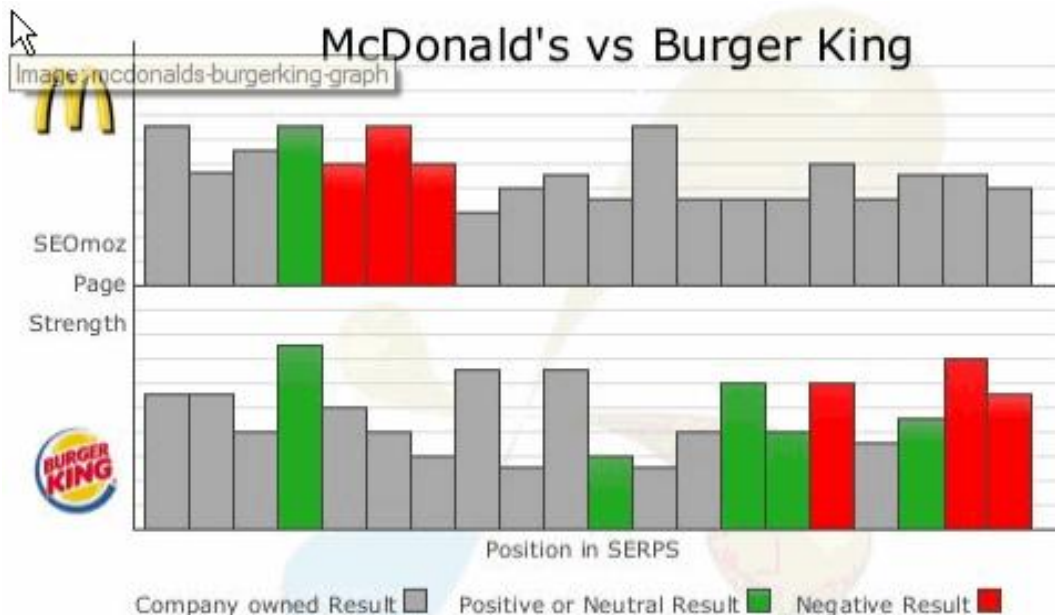
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<http://www.flickr.com/photos/silkcharm/2681008129/>

Who cares about Social Reputation?



- McDonalds: Could have anticipated “*Super Size Me*” trend



McDonald's:



46 / 100

Made up of:

33 / 50 for the "top 20 results"

13 / 50 for the "starting reputation"

Burger King:



57 / 100

Made up of:

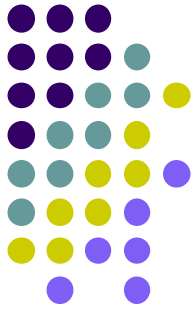
42 / 50 for the "the top 20 results"

15 / 100 for the "starting reputation"

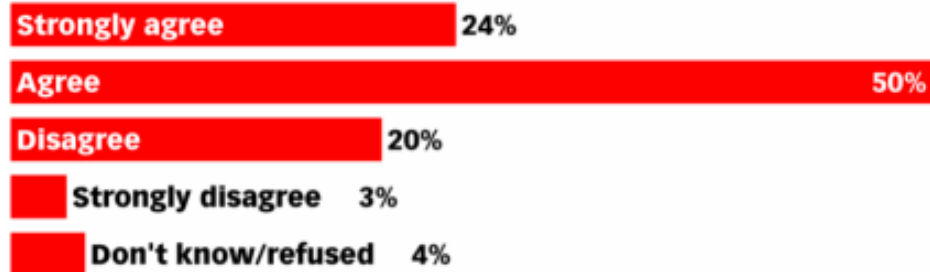
- Source: <http://www.distilled.co.uk/blog/>

Social Media can Damage...

- Company's Reputation (and yours!)



US Employees Who Believe Social Media Usage Can Damage a Company's Reputation, April 2009 (% of respondents)



Note: n=2,008 ages 18+; numbers may not add up to 100% due to rounding

Source: Deloitte, "2009 Ethics & Workplace Survey" conducted by Opinion Research Corporation, May 19, 2009

104030

www.eMarketer.com

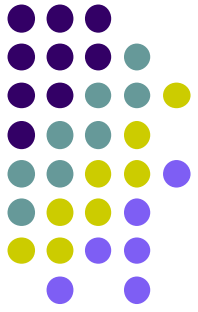
US Employees Who Believe Social Media Usage Can Damage a Company's Reputation, April 2009 (% of respondents)

Publication Date: May 19, 2009

Sources: eMarketer & Deloitte

- *“While the decision to post videos, pictures, thoughts, experiences, and observations to social networking sites is personal, a single act can create far-reaching ethical consequences for individuals as well as organizations,”* said Sharon Allen of Deloitte.
- *“Therefore it is important for executives to be mindful of the implications and to elevate the discussion about the risks associated with it to the highest levels of leadership.”*

Presentation/Document Sharing

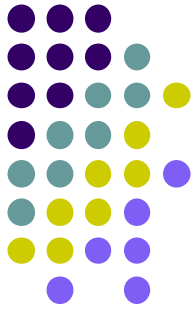


- Slideshare.net: <http://www.slideshare.net/hairaman/15-online-tools-every-one-should-know-1911053> (see Bio/info at end).
- Scribd: <http://www.scribd.com/>
- Docstoc: <http://docstoc.com/>
- Strategy:
 - Upload documents/presentations which are: visually pleasing, but heavily loaded with text & keywords.
 - Make sure your Name & contact info is within presentation.
 - Include Tags (keywords), but not too many (7-8).



Flickr.com

But not General Motors. Their marketing team is pushing lots of great photos to a [public Flickr gallery](#). And pulling in photos from the gearhead community. This is good marketing. Yes, it would be better if everything were published under a Creative Commons license to really free up usage, but this is a great start.



metacool

thoughts on the art & science of bringing cool stuff to life, by Diego Rodriguez

« Toot toot | Main | More thoughts on happiness and innovation »

GM uses Flickr, do you?



Consumerist.com Using Flickr images without attribution?



[Andrew G Davis](#) pro says:

Looks like the fine folks over at the [Consumerist.com](#) are using images from Flickr without attribution as spots for their articles. Ben Popken claims it is "Transformative means fair use." but is that really the case? He's basically just taking the image and slapping it onto his page. He's actually said "Credit is more trouble than its worth"

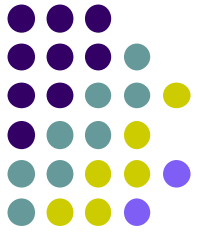
Is this really a matter of fair use? It doesn't seem like it to me. Anyone else peeved by this? What can be done?

Gawker and consumerist are a little too big and popular just to brush this off as "oh, it's just a small website, it doesn't matter too much."

Posted at 8:10AM, 14 February 2007 PDT ([permalink](#))

- <http://www.flickr.com/photos/22380333@N05/> - GM Volt's Photostream
- http://metacool.typepad.com/metacool/2006/08/gm_uses_flickr_.html
- <http://www.flickr.com/photos/gmblogs/>
- <http://www.flickr.com/help/forum/33525/>

Attribution



FlickrStorm (<http://www.zoo-m.com/flickr-storm>) is an online search tool that helps you find high-quality, CC-licensed Flickr photos and automatically generates an appropriate attribution.

Searching for the keyword 'lemon' using FlickrStorm basic search returns a range of search results, including the image on the left.

Notice the site includes an attribution for the selected image in the bottom right hand corner.

Although the attribution is very short it provides access to all the information requested by the CC licence (and more) by using clever linking:

File:Creative Commons and Commerce.ogg

From Wikipedia, the free encyclopedia

File File history File links

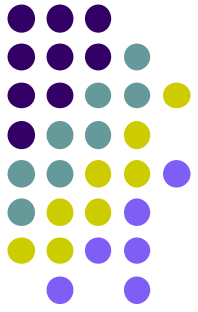


Attribution-Noncommercial-NoDerivs

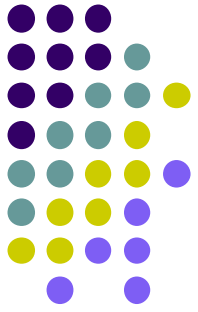
creative commons

- Attributing Creative Commons Materials:
 - <http://www.wikihow.com/Attribute-a-Creative-Commons-Licensed-Work>
 - <http://www.creativecommons.org.au/materials/attribution.pdf>
- Flickr Storm: <http://www.zoo-m.com/flickr-storm/>
 - See Advanced Search drop-down menu for CC options
- Creative Commons and Commerce (Wikipedia) - VIDEO:
- http://en.wikipedia.org/wiki/File:Creative_Common_and_Commerce.ogg

Flickr Strategy



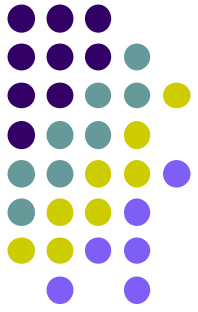
- Upload nice* “Photos” (e.g., PowerPoint slides illustrating great points re: your area of expertise) to Flickr.
 - * Graphics/Photos people (recruiters) would want to find & share.
- Use your name as Flickr account name.
- Use nice headshot (recruiters would like). *Just you!*
- Fill-out bio/profile & include links to you, your website, or your resume.
- Title photos well: Use keywords for field/expertise.
- Tag photos well: Use keywords for field/expertise.



What's a Keyword/phrase?

- Word or phrase people would most likely search for.
- Use Google Adwords Keyword Tool to see what people are searching for.
- <https://adwords.google.com/select/KeywordToolExternal>
- Use terms and synonyms for your expertise.
- Synonym finder: <http://VisualThesaurus.com>
- Use the most likely terms recruiters will use to find you and your expertise (in your Bios/Profiles, Tags for graphics/photos, Resume, etc.)

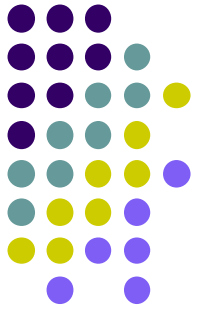




Google Profile

- www.google.com/profiles
- Personal Branding Using Google Profiles
- <http://bit.ly/24R4ZQ>
- Karl's Google Profile
 - Want others? Search, or just put their *FirstnameLastname* at end of Profile link above
 - <http://www.google.com/profiles/karlkasca>



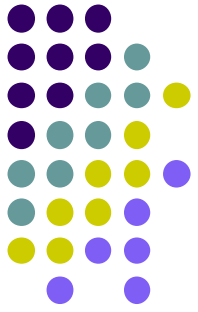


Comments

- Strategy:
- Find blogs, forums, etc. and leave valuable comments on them.
- *“Show what you know”...*
- “Listen” to community & if links are acceptable, leave link to your site/profile.
- Google Blog Search:
 - <http://blogsearch.google.com/>
 - Use “Advance Search” for in blog title/post
- Forum search: Omgili: <http://omgili.com/>
- Yelp or review sites: But to share your value/knowledge

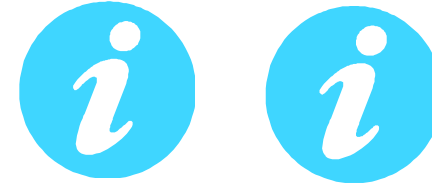


Who's Interviewing/You?



- If you have a person's NAME:

- Pipl.com: <http://pipl.com/>



Quick Facts

[Eisenstadt was the source of the rumor that Sarah Palin had...](#)

www.designnine.com

[In exposing the hoax, I stated then that, □In all likelihood, 'Martin Eisenstadt' is some kind of leftist prankster who sees his hoax as a...](#)

www.gnn.tv

[Martin Eisenstadt is the pseudonym of an anonymous writer who hoaxed major media organizations, posing as an adviser to the McCain campaign...](#)

www.zimbio.com

[Eisenstadt is to countless political pundits...](#)

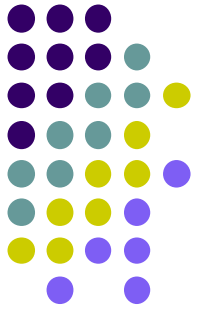
www.wikio.com

- Search their name “in quotes” on Google:
 - "Lastname, Firstname" OR "Firstname Lastname" OR "Firstname MiddleInitial Lastname" OR "Firstname Middlename Lastname" OR "Firstname asterisk Lastname, e.g.,
 - “eisenstadt, martin” OR “eisenstadt, marty” OR “martin eisenstadt” OR “marty eisenstadt” OR “martin eisenstadt OR “martin * eisenstadt” <http://bit.ly/6XJvo8>



- Interview of Mirvish & Gorlin: <http://bit.ly/HTg0s> (See: Pt. 2)

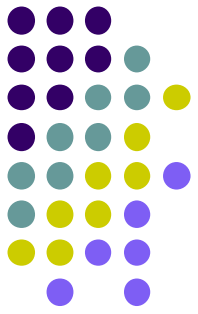
Search: Craigslist like a database



- Use Google Toolbar's "site search":
- Local:
 - "aerospace engineer" site:losangeles.craigslist.org
 - <http://bit.ly/7i6ajq>
- Nationwide:
 - "below cost" site:*.craigslist.org
 - <http://bit.ly/81NkJ6>
- More on how to do this: <http://bit.ly/2UypbM>
- Use similar strategy for Social Networking sites



How to search MySpace like a database

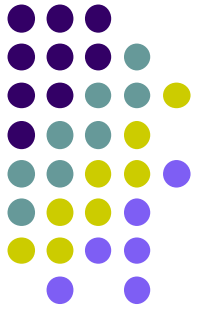


- Google search:
- 18..34 female "los angeles" site:www.myspace.com
- <http://snipurl.com/jipkn>

- Google search:
- pasadena "18..35 years old" OR "18..35 / male" OR "18..35 / female" "occupation * entrepreneur" site:www.myspace.com
- <http://bit.ly/1TrXH4>

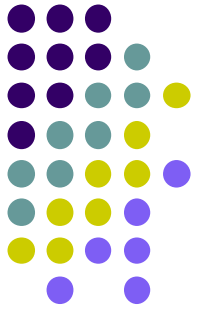
- Google search with more focused/precise demographic (e.g., African-American ethnicity/descent):
- "los angeles" "female * 18..35 years old" OR "18..35 / female" "ethnicity * black" site:www.myspace.com
- <http://bit.ly/1QkkYh>





What do I do *right* now?

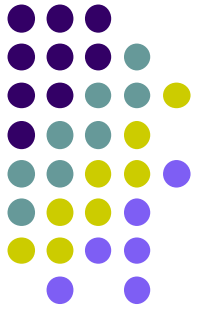
- Create profiles and start connecting/conversing:
 - LinkedIn
 - Twitter
 - Facebook (personal and/or fan page)
 - Google
 - Local page sites (for businesses)
- Take **Jungian Online Personality/Career** (interests) Test: <http://bit.ly/JungTest>
 - *Find your passion and/or niche!*



And in your spare time...

- **Blog:** Create a blog on Blogger/Blogspot
 - <http://bit.ly/How2SetupQuickEasy-Blog>
- **YouTube** Videos: How-To's are great!
 - "Show what you know"...
 - Can use Jing: <http://www.jingproject.com/>
- **View:** 90-second (viral) video:
 - <http://TheSolutionMovie.com>
 - Download free report: "77 Great Tips of Internet Marketing" & 11-part eCourse
- See free Sample articles/videos:
http://bit.ly/IOP_Sample-Articles
- *And go on from there... Best success!!!*

Last slide, but not least



- Email
 - Just ask... (*everyone you've ever known!*)
 - But don't spam them.
 - Be earnest.
- Ok, it's not Social Media, but it works.
 - ***Or is it?*** His email has links to:
 - LinkedIn
 - Twitter

